



City of Austin - JOB DESCRIPTION



Advertising Sales & Marketing Manager

FLSA:	Standard/Exempt	EEO Category:	(20) Professionals
Class Code:	15305	Salary Grade:	QD4
Approved:	April 24, 2007	Last Revised:	December 17, 2009

Purpose:

Responsible for management of advertising sales, marketing, and graphic design programs to include management of staff for the Department of Aviation.

Duties, Functions and Responsibilities:

Essential duties and functions, pursuant to the Americans with Disabilities Act, may include the following. Other related duties may be assigned.

1. Manage, the following airport programs: in-house advertising sales, marketing, graphic design, and internet/intranet
2. Solicit potential customers for advertising sales program
3. Negotiate terms and conditions of advertising sales contracts
4. Determine and facilitate all logistics to secure advertising venues
5. Develop and implement annual business plan for Advertising Program
6. Review, approve, and reconcile all accounts payable and account receivable activities for assigned programs
7. Develop, maintain, and monitor goals, objectives, and budget for assigned programs,
8. Identify and monitor sales opportunities, industry standards, trends, market outlook for assigned programs
9. Supervise production of all marketing materials within budget and timelines
10. Supervise all internet/intranet activities

Responsibilities - Supervisor and/or Leadership Exercised:

Supervisory and/or Leadership Functions.

Perform supervisory duties/responsibilities, i.e., recommending hiring, promoting, terminations; conduct performance evaluations, mentoring, counseling, etc

Knowledge, Skills, and Abilities:

Must possess required knowledge, skills, abilities and experience and be able to explain and demonstrate, with or without reasonable accommodations, that the essential functions of the job can be performed.

Knowledge of sales techniques, market segmentation, and customer account management

Knowledge of contract compliance and management principles, techniques, etc.

Knowledge of marketing principles, techniques, methodologies, etc.

Knowledge of advertising principles, techniques, methodologies, etc.

Knowledge of basic accounting principles

Strong program management skills

Strong negotiating skills

Strong communication and customer service skills

Skill at working with all levels of management

Ability to effectively manage multiple programs, projects, and priorities

Ability to establish and maintain positive, professional relationships with internal and external clients

Minimum Qualifications:

Bachelors degree in Marketing, Business, or related field plus four years of relevant work experience.

Licenses and Certifications Required:

None.

This description is intended to indicate the kinds of tasks and levels of work difficulty required of the position given this title and shall not be construed as declaring what the specific duties and responsibilities of any particular position shall be. It is not intended to limit or in any way modify the right of management to assign, direct and control the work of employees under supervision. The listing of duties and responsibilities shall not be held to exclude other duties not mentioned that are of similar kind or level of difficulty.